

GUERNSEY FINANCE DEPUTY CEO APPOINTED

08 MAY 2017

Guernsey Finance, the island's offshore finance promotional agency, has announced the promotion of Ms Kate Clouston to the position of Deputy Chief Executive.

Since starting with Guernsey Finance in 2015 as the agency's first Director of International Business Development, Kate has been responsible for leading business delegations and promotional activity in South East Asia, North America and Europe.

Her work has had a focus on evaluating and developing these target markets, through implementation of development strategies around emerging financial products, and attracting new companies or business to Guernsey.

Guernsey Finance Chief Executive, Dominic Wheatley, said: "Kate brings a tremendous level of energy and dedication to the international role. She has given Guernsey a consistent and knowledgeable presence in the parts of the world from which much of our future financial business will be derived.

"This promotion recognises her vital part in the island's offshore promotional efforts which are conducted by Guernsey Finance and Locate Guernsey. Together, these bodies are giving a small place a louder voice, raising awareness of 'the Guernsey advantage' – both business and lifestyle."

Over the past two years Kate has spent almost 200 days 'on the road', leading targeted business delegations to countries including Sweden, Norway, Switzerland, Amsterdam, New York, Miami, Hong Kong, Shanghai, Beijing, Singapore, Malaysia, and the UK.

"It is an honour to be representing Guernsey in our key international markets, and I am delighted to bring news and developments of the Guernsey offering to stakeholders around the world. I am very pleased to continue to work with Guernsey Finance promoting and connecting our jurisdiction," said Kate.

In the first three months of 2017 the Guernsey Finance team has conducted 396 finance sector meetings, 187 of these were with off-island contacts, to introduce the advantages of Guernsey financial products and vehicles.

Those meetings in turn have led to 69 direct introductions, or referrals for potential business, to Guernsey financial services providers.

Kate, who can speak six languages including Chinese and Arabic, has previous experience as a Programme Head for the Royal United Services Institute, the independent British think tank engaged in cutting edge defence and security research, as a Media Analyst for Edelman StrategyOne, and as a Senior Researcher at the House of Commons.

WE ARE GUERNSEY is the brand under which Guernsey Finance promotes the island's financial services sector internationally. Guernsey Finance - the promotional agency for the island's finance industry internationally - is a joint industry and Government initiative responsible for the promotion of Guernsey. Under the leadership of Chief Executive Dominic Wheatley, the agency ensures that the core values and competencies of the island's finance sector are accepted and respected by the global community and that financial business development flows are enhanced.

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